



# FIRST THINGS FIRST

**Position Title:** Parent Awareness and Community Outreach Liaison - Yuma

**First Things First Description:**

First Things First was established to help provide greater opportunities for all children five and under in Arizona to grow up ready to succeed. In November 2006, Arizona voters passed Proposition 203, a citizen's initiative that funds quality early childhood development and health through tobacco revenue.

With its passage, the Proposition created a new state level board known as the Arizona Early Childhood Development & Health Board. The state Board and 31 Regional Partnership Councils are partners in laying the foundation for a lifetime of wellbeing and success for the over 600,000 children five and under in Arizona.

The staff of First Things First provides research and expertise to support the work of the Board and Regional Councils, and the wide variety of implementation strategies in local communities. As a team, First Things First carries out its mission and goals using shared core values that reflect children as our first priority and by being thoughtful stewards of First Things First funds and resources.

**General statement of responsibilities:**

With the FTF leadership, staff and Yuma Regional Council members, the Parent Awareness and Outreach Liaison will be responsible for executing targeted educational outreach strategies regarding First Things First within Yuma County, including: meetings, presentations, public speaking, events, media outreach, e-activity, and other outreach strategies as determined. These strategies are targeted toward parents, caregivers, civic-minded individuals, business and community leaders and elected officials.

**Essential job responsibilities and results:**

- In partnership with central office and the FTF Regional Council staff, help meet the goal of engaging 25,000 Arizona citizens and organizations to actively champion early childhood development and health by December 31, 2011.
- In coordination with FTF Regional Partnership Council members, assume responsibility for outreach in the assigned geographic area and with a pre-determined set of outreach targets.
- Write outreach plan for the assigned geographic area and priority audiences; regularly update outreach plan in coordination with Regional Council and staff.
- Act as an expert resource and spokesperson for First Things First.
- Provide outreach and education to diverse audiences through presentations, trainings, one-on-one meetings, events, e-activity, and other outreach strategies.
- Provide regular follow-up with outreach audiences to ensure education activities are completed, including media outreach.
- Track and record outreach activities with database and other tracking tools.

- Regularly contribute to writing correspondence to FTF champions, including blogs, newsletters, Twitter, and Facebook posts.
- Other duties as needed to complete FTF outreach goals.

**Qualifications:**

- Bachelor's degree preferred, but not required. Background in community outreach, sociology, communications, or related field a plus.
- Bilingual preferred, but not required
- Strong organizational skills necessary with special attention to detail and follow through.
- Excellent communication (oral, written, presentation, and interpersonal) skills required.
- Experience with educational outreach is a distinct advantage.
- Ability to coordinate multiple projects and events simultaneously.
- Must be able to work flexible hours, including some evenings and weekends.
- Some travel required.
- Ability to work professionally in a fast-paced environment.
- Ability to build and maintain positive relationships.
- Must be self-directed and self-motivated, with ability to work collaboratively and independently.
- Strong computer skills, including database and Internet proficiency.
- Must possess valid Arizona driver's license and show evidence of valid automobile insurance coverage.

The individual selected will conduct community outreach in the geographic area that includes Yuma County as well as the tribal lands of the Cocopah Tribe and Quechan Indian Tribe (excluding tribal lands located in California). The position will work primarily with the FTF Yuma Regional Council and, on occasion, with the Cocopah Regional Council.

Review of resumes will begin on Tuesday, July 13 and continue until the positions are filled. For consideration please submit your cover letter, comprehensive resume and three professional references by the close of business on Monday, July 12, 2010 to:

[www.azstatejobs.gov](http://www.azstatejobs.gov)

In the AZ State Personnel System, the position is classified as a Grade 21, with a salary range of \$40,000 to \$55,000. The position is not covered under the State of Arizona Merit system rules. The State of Arizona offers an outstanding comprehensive benefits package.